

EL PASOANS ENJOY TRIP TO DAM, MARVEL AT POWER POSSIBILITY

Great Waste of Water Attracts Attention of Business Men and Its Conversion Into Power for El Paso Factories Is Discussed—Plan Formulated to Secure Pleasure Club Concessions.

SO SUCCESSFUL was the first excursion to Elephant Butte dam Wednesday that another is to be run to the big dam soon and they may be made monthly features of the chamber of commerce activities.

The trip Wednesday was a complete success. The crowd filled the special Santa Fe train, the trip to the dam was pleasant and everyone saw every part of the big project under the guidance of the corps of government engineers. There was not a single accident to mark the day and the trip was one of the most pleasant one-day excursions ever run out of El Paso.

The special left the union station at 8 o'clock Wednesday morning and ran to Butte Junction, between Custer and El Paso, where it was met by the Santa Fe train. At Butte Junction the excursionists left the Santa Fe train and boarded the special sight-seeing train which had been built especially for this trip by the government. It consisted of two flat cars upon which had been built a superstructure of frame to form a roof and seats had been built, leaving the sides open much like the Clondyff mountain cars. This gave everyone a good view of the country between the junction and the dam and of the rock quarries and other works approaching the dam.

Arriving at the dam at 11:30, the crowd left the remainder of their lunches, their coats and wraps at the office of the reclamation superintendent and scattered to all parts of the big works. The motor boat on Lake B. M. Hall and the overland tramway system for carrying materials to the dam proper were rivals for the interest of the excursionists and groups of El Paso people stood around the crusher plant watching the giant buckets carry

concrete and dump it into one of the units of the dam, covering the big boulders which had been quarried out of the side of the hill. The college graduates with steel rimmed glasses who operated the launch succeeded in making a half dozen trips over the lake during the stay of the El Pasoans and will soon make the Butte dam itself. The water is more than 50 feet deep at the dam and is gradually covering the lowlands surrounding the dam and will soon make the Butte an island. Many pictures were made of this peculiar formation with its trunk, ears, legs and even the wrinkled skin of a giant elephant standing guard over the narrow neck in the river where the reclamation dreamers pictured the great \$10,000,000 dam.

Many of the excursionists walked down to the camp below the dam to see how the workmen lived at the government project. Others walked across the narrow footbridge which had been suspended on the downstream face of the dam to the side opposite the crushers. They got a better view of the construction work, the upper part of course of construction and the giant derricks to which are anchored the cables. Accompanied by the engineers, the El Pasoans climbed down Jacob's ladder to the galleries which have been built in the mass of solid masonry for the regulation of the lake and the flow of water through the flume in the adjoining chamber makes such a roar that no one could hear the explanations regarding the workings of the valves and Ben Levy said he could not have understood it if he had heard it all. Ben stayed no longer in the gallery than it took him to get in and out; he saw some water dripping up a "ceiling" of one gallery and thought the dam had "sprung a leak."

Mrs. Gutting Climbs To Top.
Mrs. M. K. Gutting, although past 60 years was one of the most active members of the El Paso party. She walked over the bridge, climbed up the face of the dam and went through all the galleries under the big project, seeing everything there was to be seen and enjoying herself as much as Marion

Alms, the young daughter of Frank Alms, who made the trip with her father.

Mexican Engineering Expert.
One of the most interested visitors to the dam was Manuel Quintanilla, former governor of the state of Jalisco under Gen. Porfirio Diaz and a noted hydraulic and irrigation engineer in Mexico. Senior Quintanilla was the guest of collector of customs Z. L. Cobb and he interviewed the reclamation engineers about every technical detail of the great engineering project. As Senior Quintanilla completed an irrigation and power project in the state of Jalisco almost as large as the Elephant Butte dam just before the outbreak of the Mexican revolution, he was interested in every detail of the construction work, the power possibilities and the big engineering problems which were overcome by the American engineers. "That is one of the great works of the world," said Mr. Quintanilla. "It is perfectly built. Every detail of the construction, every engineering conceived, every detail of the big dam, has been solved and solved with the characteristic genius of the American engineers. That dam is a revolution in the engineering and not bullets and it is an epitome of your American government."

Pleasure Club Formed.
After seeing the great dam and the motor boats on it, a number of the El Pasoans became enthusiastic about organizing a pleasure club to take advantage of the fishing and boating which will abound at the dam when it is made a game and fish preserve. Mr. H. Thorne took the lead in the tentative organization of the El Paso plant Butte Pleasure club and was canvassing the members of the excursion party for memberships in the proposed club and received much encouragement. His plan is to lease the reclamation buildings when the government has finished the work on the dam and establish a clubhouse quarters there with cottages around the lake, motor boats and row boats on the lake and hunting lodges in the mountains nearby.

Power Possibilities.
Watching the water spurt out from the opening in the big dam like a cross section of Niagara, the El Pasoans realized for the first time the power possibilities of the project, and all business men were discussing what the development of this waste power would mean for El Paso. S. C. McCurdy, sales manager of the Southland Cement Co., a company, declared that his plant was planning to take advantage of the power possibilities to utilize the electric power generated at the dam. He said the big El Paso cement plant, now in the process of being built, was planning to use the power plant as an auxiliary one for the three months when water will not be released at the dam.

The factory future of El Paso is assured if the power is developed. The business men declared and Senator W. H. Clegg, who developed a similar power project in Jalisco, declared that it would be nothing less than criminal to allow this immense power to go to waste. The water pours out of the square opening in a white foam and with such force it falls several yards away from the foot of the dam and causes a giant eddy that keeps the water in constant motion.

Dam Principal Topic.
Going up to the dam to see everyone on the train was discussing ordinary affairs of life. On the return trip, the dam was the chief topic of discussion on the train and it was discussed from every angle, even the impossible thing of a break occurring and a flood pouring down the valleys. Such a possibility was discussed by the engineers on the train who declared that this could never happen and if such a thing were possible, El Paso would have plenty of warning. The mission was interesting, as it was estimated that the water would come up as high as Mexican street in El Paso and would flood Juarez.

Return Trip a Picnic.
The return trip from the dam was a big picnic, which was participated in by everyone on the train. By the time the main line train left Butte Junction everyone knew everyone else and the principal topics of discussion were the dam and the picnic. The El Pasoans were eating and visiting. Almost everyone took an extra lunch in addition to the lunch boxes arranged for by the chamber of commerce. These were opened in the afternoon and divided among the crowd. John L. Fryer brought the new "butcher" out of soda pop—real preferred—all of the candy and marshmallows and everything else the newsboy had, including a pair of jumping mechanical dogs. At El Paso he rode the Harvey house to the hotel and had a big box of sandwiches, cake and other home cooking which he distributed to everyone on the party. Mr. Gutting had a big box of sandwiches, cake and other home cooking which he distributed to everyone on the party. Mr. Gutting had a big box of sandwiches, cake and other home cooking which he distributed to everyone on the party.

Engineers Are Courteous.
One of the most pleasant features of the trip was the universal courtesy of the reclamation engineers. From Mr. Charles down to the Mexican water boys, everyone at the dam made a special effort to show the excursionists the project. So out in the El Paso party was told to get out of the way, everyone was answered courteously by the workmen and engineers and they even took their noon hour time to show the visitors over the big works.

J. Hinds, assistant engineer, surprised the excursionists by giving them photographic post card views of the dam as the train left. The pictures showed the dam before the work started and different views of the progress of the development. Ray Cockburn, cement chemist, who has been working nine years on the sand-cement experiments, took a number of parties through the "visitors' galleries" under the dam and explained the workings of the giant valves. Sam N. Matson, in the superintendent's office, checked the lunch boxes and wraps of everyone and explained the workings of his new motor boat engines. J. C. Dawley, fiscal agent; E. S. Stanton, assistant engineer; J. O. Robinson, superintendent of the quarry and trainmaster and everyone connected with the work made special efforts to entertain the El Paso crowd.

Amusement Drives Up.
Billy Ammonett drove to the dam Wednesday in his automobile and arrived soon after the train, spending the day there with the El Pasoans. S. O. Clausager was the only El Pasoan who snuck behind the butte and took a quiet swim all by himself. The entire excursion was planned by A. W. Hens, secretary of the chamber of commerce, who has been working on it since last December and who arranged all of the details of the trip, including the special train, the sight-seeing train, the motor boats, the lunch and the picnic on the next day, which will be held in June.

W. F. Brown accompanied the excursion as vice president of the Rio Grande and El Paso railroad as far as Anthony and from there on as general agent of the Santa Fe. R. A. West, trainmaster of the Rio Grande division, was in charge of the train. L. E. Taylor, J. P. Stewart and L. P. Crockett composed the train and engine crew which made the run to the dam and back without a single delay or mishap. H. J. McKenna, of Denver, and J. P. Biggs, of Salt Lake City, Utah, made the trip with the party and were enthusiastic about the dam. Mr. Biggs was the guest of Dr. J. B. Brady, a relative.

A. M. Bowler, of Dallas, was the guest of S. C. McCurdy on the trip. He is a civil engineer and made a careful study of the big dam.

The El Pasoans.
The El Pasoans on the trip were: Names of Party.
Those who made the trip were: Mr. and Mrs. John L. Fryer, W. B. Brown,

All Telephone Lines Lead to the "Popular"—Call 3300

Beginning Monday, May 17th Free Embroidery Instructions

BY PROF. H. VANCE SHAW

W. F. have just perfected an arrangement with Prof. H. Vance Shaw, by which he will give free demonstrations and instructions in embroidery work to our patrons. Second Floor, Drapery Department.

Professor Shaw is a widely known expert in Hand Embroidery and Lace-making. He creates his own designs and in the execution of his work is, indeed, a marvel. He will teach all the new embroidery stitches and his instruction will be gratis. Hours 9 to 12 m., 2 to 5 p. m. You are most cordially invited to avail yourself of this service.

Take Hold of Your Shirt Cuff --and Pull

Sleeve too long? Interferes with your work? Bothers your wrists in hot weather? Dips into your ink—gets dirty? Or do you wear blood stopping armbands and fold a doubled thickness of crumpled shirting up your coat sleeve?

Our high standard of shirt service demands, and from this day on we inaugurate

"The Popular Sleeve—Comfort—Service"

Your shirt, bought here—(except special sale shirts), of \$1.00 and up, shall fit your sleeve EXACTLY, or we will tailor it (FREE OF ANY CHARGE) to the fractional inch for you.

This is our expense, and we cheerfully accept the bother—but YOUR comfort and YOUR satisfaction will repay us—we are sure.

Pure Silk Shirts, guaranteed colors, \$2.50 to \$8.

Soft Soirettes, feel and look cool, and woven striped madras—colors embedded in the cloth—\$1 to \$3.

The greatest selections in soft summer, collar-attached shirts, 50c to \$6. Every cloth and color.

Every shirt style—collar sizes, 14 to 20.

Sleeves up to 36 inches, FROM TODAY ON, CUT TO FIT YOU free of any charge!

**The Home of
Hart, Schaffner & Marx
Rogers Peet Company
and "Fitform" Clothes**

for men and young men—\$18 to \$40

—We are specializing on Men's Summer Suits at \$14.50.

—See the new Blue Serges for Youths for graduation and confirmation. Specially good ones at \$15.

Announcing Juvenile Week

Beginning Monday, May 17th. The Summer's most notable occasion for the supplying of wearables of all kinds for boys, girls and children. A sales event of vital importance to every parent. Particulars in Saturday Herald.

Friday Opportunities in Our May White Sale

Cool, Snow White Undermuslins

GOWNS \$1 INSTEAD OF \$2 AND \$2.45

Special for Friday we offer Women's beautiful nainsook, lingerie and muslin Gowns at half price and less. These may be had in all sizes. They are trimmed with dainty laces and embroideries and constitute odd lots and discontinued numbers—very special, Friday

\$1

ALUMINUM PERCOLATORS \$1.59

Friday Special

Coffee Percolators, 1 quart size; nickel finish and seamless—cold handle; special at.....\$1.59

SILK GLOVES, 35c

FRIDAY, PAIR 35c

Unusual Value

Women's white 16-button silk Gloves with double finger tips; extra special.....35c

WHITE GOODS SPECIALS VALUES TO SURPRISE AND PLEASE YOU

1000 yards of dainty embroidered White Goods—small and medium figures and eyelet designs. Materials suitable for evening dresses, waists and children's dresses; 30 inches wide; values to 75c—May White Sale price,

29c

NO. 90—NAINSOOK—36 inches wide; extra fine weave and soft finish; 10 yard bolt worth \$1.75 regularly—sale

\$1.29

\$2 AND \$2.50 WHITE GOODS, \$1.65—An extraordinary assortment of the newest weaves and novelties in high class all-over embroidered White Goods; 38 to 45 inches in width; special,

\$1.65

50c 70-inch Mercerized Damask, yd. 39c

Friday a Sale of Remnants

Heavy selling has resulted in the accumulation of many short lots of desirable merchandise which is to be offered tomorrow at special price inducements. In all the yard goods departments of the store you will find these specials: Silks, Table Linens, Dress Materials, Draperies, Laces, Embroideries and Ribbons—at greatly reduced prices.

Style

In Men's Footwear counts for something—and here you will find it, and at the same time comfort and service.

Stacy Adams, Ralston, Regal and Farum Oxfords.

SPECIAL FRIDAY AND SATURDAY

Men's White Canvas Oxfords in button or lace styles; Extra Values at

\$2.65

The Popular
DRY GOODS CO., INC.

May White Sale in Basement

Values That Are Unequaled

PILLOW CASES—PEPPERELL—42x36.....13c

46x36.....15c

PILLOW CASES—"EXCELSIOR"—Hemstitched, 42x36.....15c

Hemmed, 42x36.....11c

Hemmed, 46x36.....12 1/2c

HEMMED CROCHET SPREADS—Full bed size, heavy quality, \$1.25 value, each.....95c

HEMMED CROCHET SPREADS—Full bed size, extra heavy weight, \$1.65 value, \$1.39

EXTRA SIZE HEMMED CROCHET SPREADS, \$4.95, an exceptional value for family use, \$2.25 value, each.....\$1.95

WHITE SATIN SPREADS—Full size 78x88—very good designs. Extra special \$3.50 value.....\$2.89

WHITE SATIN BED SPREADS—Fringed with cut corners, \$5.00 value.....\$2.45

LADIES' MUSLIN UNDERWEAR

EXTRA SPECIAL—Ladies' gowns, made of an excellent quality long cloth, trimmed at neck and sleeves with embroidery, ribbon

trim.—Limit 2 to a customer.....25c each

LADIES' DRAWERS—Made of good wearing quality muslin, with hemstitched ruffle.....15c pair

CORSET COVERS—Made of very serviceable quality nainsook, lace and embroidery trimmed.....19c each

CORSET COVERS—Made of excellent weight nainsook, lace and embroidery trimmed.....25c each

Build Up Your Baby's Strength

Give him the right food. More babies die as a result of the wrong food than from any other cause, and it is so unnecessary. When your milk fails and you find you can't nurse your baby, give him the food on which three generations of boys and girls have grown healthy and strong—

Nestlé's Food

In Nestlé's there is everything your baby needs to make his little body plump, his cheeks rosy and his eyes bright. Pure cow's milk is its basis—but cow's milk is changed and modified, and with baby needs added, that your little baby can digest it just as easily as mother's milk. Add cold water and boil, and you have a Food your baby will thrive on. Cow's milk alone will not do for your baby. It is dangerously full of germs which may carry disease to your baby. There are only eight clean dairies in a hundred in this country. And, besides, cow's milk is too heavy and indigestible for your baby's delicate stomach.

Let us send you a big box of Nestlé's—enough for twelve feedings—and our Book on the care of Babies. Send the coupon today. Your baby's health depends on his food.

NESTLÉ'S FOOD COMPANY, Vevey, Switzerland

Please send me FREE your book and trial package.

Name.....

Address.....

City.....



Herald Want Ads for results. Herald Want Ads for results.

The answer to your questions

WE have been asked such questions as: "Is Welch's Grape Juice pure?" "Is it part water?" "Is any preservative used?" "Do you add any sugar?" "Is it really unfermented?"

Perhaps similar questions have occurred to you. Welch's is absolutely pure. It is just the unfermented juice of carefully selected, fresh Concord grapes. Nothing is added; no water or sugar or coloring matter or chemicals.

As soon as the skin of the grape is broken the juice is sterilized and sealed in glass. Welch's as it comes from the bottle in your home is as pure as when sealed by Nature in the cluster. All questions are answered when the bottle is opened, the guarantee of the Welch label.

Welch's
"The National Drink"
Grape Juice

From Choicest Concord Grapes Pure & Unfermented
New Welch Copyright 1914 by THE WELCH GRAPE JUICE CO. WESTFIELD, N.Y., U.S.A.

Could You Use \$100?

It would come in handy, wouldn't it—that \$100, or even less? Why not make up your mind that the time will never come again when you won't have at least \$100 in reserve? Make the decision at once—this minute—to open a savings account and to make regular weekly or monthly deposits. We welcome such accounts—small or large—and pay 4 percent interest on them.

American Trust & Savings Bank

MAKE EVERY DOLLAR COUNT

when next you build. The best place to start economizing is on lumber. Let us show you how to do this by figuring your lumber bills.

Dawson Fuel Sales Co.
LUMBER YARD

Brown and Missouri Phone 498
N. N. Rheinheimer, Agt.

